

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

<b>(1) DEPARTMENT</b> Administrative Office	<b>(2) MEETING DATE</b> 3/6/2012	<b>(3) CONTACT/PHONE</b> Nikki J. Schmidt 805/781-5496	
<b>(4) SUBJECT</b> Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board.			
<b>(5) RECOMMENDED ACTION</b> It is recommended that your Board re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board for two-year terms.			
<b>(6) FUNDING SOURCE(S)</b> N/A	<b>(7) CURRENT YEAR FINANCIAL IMPACT</b> \$0.00	<b>(8) ANNUAL FINANCIAL IMPACT</b> \$0.00	<b>(9) BUDGETED?</b> No
<b>(10) AGENDA PLACEMENT</b> <input type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
<b>(11) EXECUTED DOCUMENTS</b> <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A		<b>(12) BUDGET ADJUSTMENT REQUIRED?</b> BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input type="checkbox"/> N/A	
<b>(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)</b> N/A		<b>(14) W-9</b> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
<b>(15) LOCATION MAP</b> N/A	<b>(16) BUSINESS IMPACT STATEMENT?</b> No	<b>(17) AGENDA ITEM HISTORY</b> <input checked="" type="checkbox"/> N/A    Date _____	
<b>(18) ADMINISTRATIVE OFFICE REVIEW</b>   			
<b>(19) SUPERVISOR DISTRICT(S)</b> District 2 -			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 3/6/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board.

## **RECOMMENDATION**

It is recommended that your Board re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board for two-year terms.

## **DISCUSSION**

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May of 2010. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

The Cayucos Local Area Advisory Board was formed on February 1, 2011. The Advisory Board adopted their by-laws on February 7, 2011. Section 1c of the by-laws set out the terms of the Advisory Board members initially as staggered one-year or two-year terms. Jayesh Patel and Steve

Hennigh were both appointed to one year terms which expired in February 2012. Both individuals have expressed a desire to continue on the Advisory Board. On February 6, 2012, the Cayucos Local Area Advisory Board voted to recommend their re-appointment for two-years to the Board of Supervisors.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging businesses within the Cayucos local area met to form and determine the organization of their advisory boards. As noted above, the Cayucos Local Area Advisory Board is recommending the appointment of Jayesh Patel and Steve Hennigh.

### **FINANCIAL CONSIDERATIONS**

None

### **RESULTS**

This action begins the process of implementing the local area provisions of the County Business Improvement District ordinance. The County would not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

### **ATTACHMENTS**

1. Jayesh Patel and Steve Hennigh letters of interest
2. Cayucos Local Area Advisory Board 2-6-12 minutes - page 2
3. Cayucos Local Area Advisory Board By-laws-Section 1c, page 2